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“Courage to Push Forward and Pursue My Dreams”



The Nail Taxi, a mobile nail boutique licensed in 2004 and headquartered in Alexandria, Virginia, takes off at a quick “clip”.

Nail Taxi owner Cinnamon Bowser initially conceived the business in 2003 when a pregnant girlfriend requested a pedicure before delivering her third child. Her condition made it unfeasible for her friend to go to a salon and her search for someone to come to her home to provide the service was to no avail. It was then that Ms. Bowser decided she might be on to something.

Although Ms. Bowser holds a degree in journalism from The George Washington University and has spent more than 13 years in the communications and marketing field, she decided to visit the Women’s Business Center (WBC) of Northern Virginia to take several classes in entrepreneurship.

After eight months of market research and another six months of industry research, Ms. Bowser decided to move forward with the Nail Taxi idea. Ms. Bowser said, “I found the SBA’s Northern Virginia Women’s Business Center an invaluable resource. I started their ABC’s class in 2002.”

The ABC’s class is a value tool used to successfully start and grow a small business. The class includes topics such as: What does it take to be an entrepreneur? Where do you get licensed and registered? How do you select the right legal form for your business? Where can you get money for start up? What’s a business plan and why do you need one? How do the classes and free counseling work?

Ms. Bowser also graduated from the WBC’s NxLevel™ program. This program addresses those start-up questions every entrepreneur needs to answer before starting a business venture. It allows participants develop a start-up business plan of their business concept. The support received from the WBC’s classes, counseling, and networking prepared Ms. Bowser for owning and running her business. Ms. Bowser stated, “The lessons learned through the Women’s Business Center gave me the courage to push forward and pursue my dream.”

The WBC is a program of the Community Business Partnership, Inc. Created in 1995 to address the need for small business such as technical assistance, financing services, high quality training and counseling. The WBC provides the training, assistance and support needed for women in the

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region seeking to start or grow a business. Networking events, training in business start-up and management, financing and procurement are on a monthly schedule at the WBC. It offers free technical assistance particularly with business and marketing plans.

The Nail Taxi client base is primarily women over the age of 35. They service clients in their homes, offices, hotels or wherever they desire. Along with hosting manicure and pedicure parties, they are currently negotiating contracts with companies (airlines, auto dealers, etc.) to offer manicures as a value-added service while their customers are waiting.

All nail technicians work for Nail Taxi as independent contractors and plans are on the way to expand the nail technicians and increase appointments to 25 per week. Nail Taxi has entered the Northern Virginia area, Richmond and Tidewater region, Atlanta, Chicago as well as other states where mobile salons are legal, such as Illinois, Florida and Colorado.

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